



June 6, 2014

**NOTICE OF PUBLIC HEARING TO CONSIDER IMPLEMENTATION OF  
PROPOSED OLIVE OIL GRADE AND LABELING STANDARDS  
RECOMMENDED BY THE OLIVE OIL COMMISSION OF CALIFORNIA**

**TO ALL INTERESTED PARTIES:**

Pursuant to Section 79901 of the California Food and Agricultural Code, the Olive Oil Commission of California (commission) has recommended to the California Department of Food and Agriculture (department) adoption of a proposed grade and labeling standards for olive oil, refined-olive oil and olive-pomace oil (standards). In response, the department is calling a public hearing to receive comments from olive oil handlers, producers of olives for olive oil, and the general public on whether the proposed standards should be issued and made effective.

The proposed standards, if approved by the department, would apply to California handlers of olives that are processed into olive oils, refined-olive oils, and olive-pomace oils in the amount of 5,000 gallons or more during a marketing season and who sell their oils into commercial channels of trade. Handlers who process and/or market less than 5,000 gallons of olive oil annually would not be subject to the proposed standards, if implemented. It is the intent of the commission to phase in the sampling requirements of the standards over a three-year period and adapt them as necessary to effectively carry out the objectives of the standards.

A complete copy of the proposed standards can be accessed at: <http://it.cdfa.ca.gov/igov/docs/OliveOil.pdf> or may be made available by contacting the department's Marketing Branch at (916) 900-5018.

The public hearing is scheduled as follows:

Date / Time	Location
Tuesday July 15, 2014 Beginning at 9:00 a.m.	California Department of Food and Agriculture Auditorium 1220 N Street Sacramento, California 95814

**HEARING PROCEDURE**

All affected California olive oil handlers, producers of olives for olive oil, and other interested persons are invited to participate in this hearing. At the hearing, a panel composed of department staff will receive testimony and evidence, both oral and documentary, regarding the following:

1. The production, economic, and marketing conditions affecting the olive oil industry of this state and the potential effect of the proposed standards upon such conditions;

(over)



2. Whether the proposed standards are reasonably calculated to attain the objectives which are sought and effectuate the declared purposes of the California Marketing Act (reference section 58654 of the California Food and Agricultural Code) and;
3. Whether the proposed standards further the interests of consumers of olive oil.

Additionally, written comments submitted to and received by the Department's Marketing Branch by 12 p.m. (noon) on Monday, July 14, 2014 will be accepted and entered into the hearing record. Please send all such correspondence to the attention of Beth Jensen at the mailing address listed on the front side of this notice or by email to: [beth.jensen@cdfa.ca.gov](mailto:beth.jensen@cdfa.ca.gov).

The hearing transcript, written comments, and evidence submitted will be considered by the department in determining if the proposed standards should be implemented. If the hearing record documents that a substantial question does not exist as to whether the proposed standards should be implemented, the department may issue and make effective the proposed standards. However, if the department finds from the hearing record that a substantial question exists as to whether the proposed standards should be implemented, the department will not issue and make effective the proposed standards.

#### HEARING PREPARATION

At the hearings, supporters of the proposed standards should provide testimony that communicates why they believe the standards should be implemented. Conversely, those who oppose the proposed standards should provide testimony that substantiates their concerns. In preparing testimony, witnesses may wish to consider the following questions:

- What is the purpose of the proposed standards? Does California's olive oil industry need its own grade and labeling standards? If yes, please explain why. If no, please explain why not.
- What problems or challenges does the olive oil industry in the state currently face? How will implementation of the proposed standards address these issues?
- Are the proposed standards the least intrusive alternative to attain the desired objectives of the olive oil industry? Are the proposed standards overly burdensome on any portion of the industry?
- What are the estimated costs to producers and handlers to comply with the proposed standards? Will the cost of complying with the proposed standards cause some producers or handlers to exit the industry?
- Will the general public benefit from the proposed standards? If yes, please explain how. If no, please explain why not.
- How will the proposed standards effect the quality, availability, and price of olive oil for consumers?
- How did the commission develop the proposed standards? Are there ways the proposed standards can be improved?

If you have questions regarding this hearing or the Olive Oil Commission of California, please call the Department's Marketing Branch at (916) 900-5018.

Sincerely,



Robert Maxie, Chief  
Marketing Branch